

ORDER



Orders
Order / Rev: 709418
Alt Order #: 06295785
Product Desc: ARPAIO FOR SHERIFF Flight 8/28-9/3, :
Estimate: 220
Flight Dates: 08/28/12 - 09/03/12
Original Date / Rev: 08/23/12 / 08/23/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Stevens Reed Curcio & Potholm Medi
Buying Contact:
Billing Contact:
 201 North Union Street, Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Joe Arpaio for Maricopa County Sheri
Demographic: A35+
Product Codes: PL-State/Local Misc
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	53	\$25,500.00	\$21,675.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	53	\$25,500.00	\$21,675.00	0.00
Totals	53	\$25,500.00	\$21,675.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KPNX	20%	\$25,500.00
Market	100%	\$127,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	13%	\$16,575.00
KPAZ	0%	\$0.00
KPHO	17%	\$21,675.00
KPPX	0%	\$0.00
KSAZ	25%	\$31,875.00
KTFL	0%	\$0.00
KTVK	25%	\$31,875.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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Advertiser: Joe Arpaio for Maricopa County Sheriff
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 Estimate: 220

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	08/28/12	09/03/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
LIVE W KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	MTWTF--	5		\$200.00		0.00						
E 2	KPNX	08/29/12	08/31/12	Tonight Show Tonight Show	CM	1035-1135p	--WTF--	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	--WTF--	4		\$650.00		0.00						
E 3	KPNX	08/29/12	08/31/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	--WTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	--WTF--	4		\$300.00		0.00						
E 4	KPNX	08/28/12	09/03/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	MTWTF--	5		\$200.00		0.00						
E 5	KPNX	08/28/12	09/03/12	M-F 4-5p 12 News EVB	CM	4-5p	MTWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
12 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	MTWTF--	4		\$350.00		0.00						
E 6	KPNX	08/28/12	09/03/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
12 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	MTWTF--	5		\$500.00		0.00						
E 7	KPNX	08/29/12	08/31/12	M-F 6-630p 12 News 6pm	CM	6-630p	--WTF--	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
ARIZ NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	--WTF--	4		\$650.00		0.00						
E 8	KPNX	08/28/12	09/03/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
12 NEWS TODAY 4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	MTWTF--	4		\$400.00		0.00						
E 9	KPNX	08/28/12	09/03/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	MTWTF--	4		\$550.00		0.00						
E 10	KPNX	08/28/12	09/03/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	6	\$300.00	P-2	0.00	NM	6	\$1,800.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	MTWTF--	6		\$300.00		0.00						
E 11	KPNX	08/29/12	09/03/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	M-WTFSS	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
12 NEWS @ 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	M-WTFSS	5		\$1,200.00		0.00						
N 12	KPNX	09/03/12	09/03/12	Tonight Show Tonight Show	CM	1035-1135p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	M-----	1		\$650.00		0.00						
N 13	KPNX	09/03/12	09/03/12		CM	1135p-1235a	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00

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Late Night															
Late Night w/Jimmy F															
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	M- - - - -			1			\$300.00		0.00			
N 14	KPNX	09/03/12	09/03/12	M-F 6-630p	CM	6-630p	M- - - - -	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
12 News 6pm															
ARIZ NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	M- - - - -			1			\$650.00		0.00			
*Tax 1 Note: Tax 0.5%.													Totals	53	\$25,500.00

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